

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 13792 010313Z POSS DUPE
ACTION EA-12

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R 010305Z AUG 78
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TO USDOC WASHDC
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UNCLAS TOKYO 13792

FOR OIM/SAD:BRADLEY TYRELL

E.O. 11652: N/A
SUBJECT: APPA PROJECT: CATALOG COLLECTION EFFORT

1. EMBASSY APPRECIATES COMMERCE ASSISTANCE IN COLLECTING CATALOGS AT HOUSEWARE SHOW. WE NOW NEED A FURTHER CONCERTED EFFORT AT UPCOMING CHICAGO NATIONAL HARDWARE SHOW, AUGUST 14-17. CATALOGS FROM A MINIMUM OF 750 MANUFACTURERS ARE REQUIRED FROM HARDWARE SHOW IN ORDER TO GET "SAMPLE SERVICE" OF APPA ACTIVITIES OFF THE GROUND.

2. EMBASSY SUGGESTS THAT A MINIMUM AMOUNT OF ATTENTION BE GIVEN TO SELECTIVITY IN CHOOSING CATALOGS, AND MAXIMUM EFFORT BE CONCENTRATED ON ACHIEVING A LARGE VOLUME. SEVERAL CATALOGS FOR ANY GIVEN PRODUCT LINE WOULD BE WELCOME; OPPORTUNITY TO ORDER FROM A NUMBER OF COMPETITIVE CATALOGS WILL ENHANCE APPA PROJECT. ALTHOUGH CATALOGS FROM STRICTLY REPEAT STRICTLY IMPORT HOUSES CAN BE EXCLUDED FROM COLLECTION EFFORT, EMBASSY WILL ASSUME RESPONSIBILITY FOR EXCLUDING INAPPROPRIATE CATALOGS UPON EXAMINATION IN TOKYO.

3. WE CANNOT OVEREMPHASIZE THE IMPORTANCE OF HAVING THE CHICAGO DISTRICT OFFICE USE THEIR REGULAR PERSONNEL, OR ARRANGE FOR ADDITIONAL TEMPORARY PERSONNEL, TO PHYSICALLY
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PICK UP CATALOGS FROM THE MANUFACTURERS AND MAIL THEM TO THE EMBASSY. PERHAPS SHOW ORGANIZERS COULD ARRANGE FOR PICK-UP OF EXHIBITORS CATALOGS AND DISTRICT OFFICE COULD MAIL THEM TO EMBASSY. COMBINED EFFECT OF PREVIOUS COLLECTION ATTEMPTS HAS RESULTED IN OUR RECEIVING EXACTLY 53 CATALOGS FROM THE 1,600 MANUFACTURERS PARTICIPATING IN THE NATIONAL HOUSEWARES SHOW IN JULY.

WITHOUT A CONCERTED CATALOG COLLECTION CAMPAIGN THAT
YIELDS IMMEDIATE AND SUBSTANTIAL RESULTS, THE ENTIRE
APPA PROJECT MAY BE SERIOUSLY JEOPARDIZED.

5. EMBASSY WOULD GREATLY APPRECIATE BEING KEPT UP TO
DATE ON DEVELOPMENTS IN ORGANIZING COLLECTION EFFORT.
MANSFIELD

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